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17. ABSTRACT (MAX. 250 WORDS)

A report of a survey on the cost of audiovisual instruction in the nation's public elementary and secondary schools during 1962-63 and 1963-64 was presented. Included were the total expenditures for audiovisual instruction, expenditures for audiovisual salaries, expenditures for audiovisual equipment, and expenditures for film rental. Medians were computed for the nation as a whole; for the nation divided into nine geographic regions; for such categories of general educational expenditure as projectors and films, film purchases and rentals, film strips, records and record players, overhead projectors, language laboratories, and television receivers; and for whether there was a full or part-time audiovisual director.

National audiovisual expenditures were $97.6 million in 1962-1963 and $111.1 in 1963-1964. The largest item of expenditure was salaries; the second largest was language laboratories. Survey results indicated that 80 percent of the schools rented films, 70 percent of the schools used record players, and 25 percent of the districts purchased television equipment. The greatest increase in the use of an audiovisual aid was with the overhead projector.

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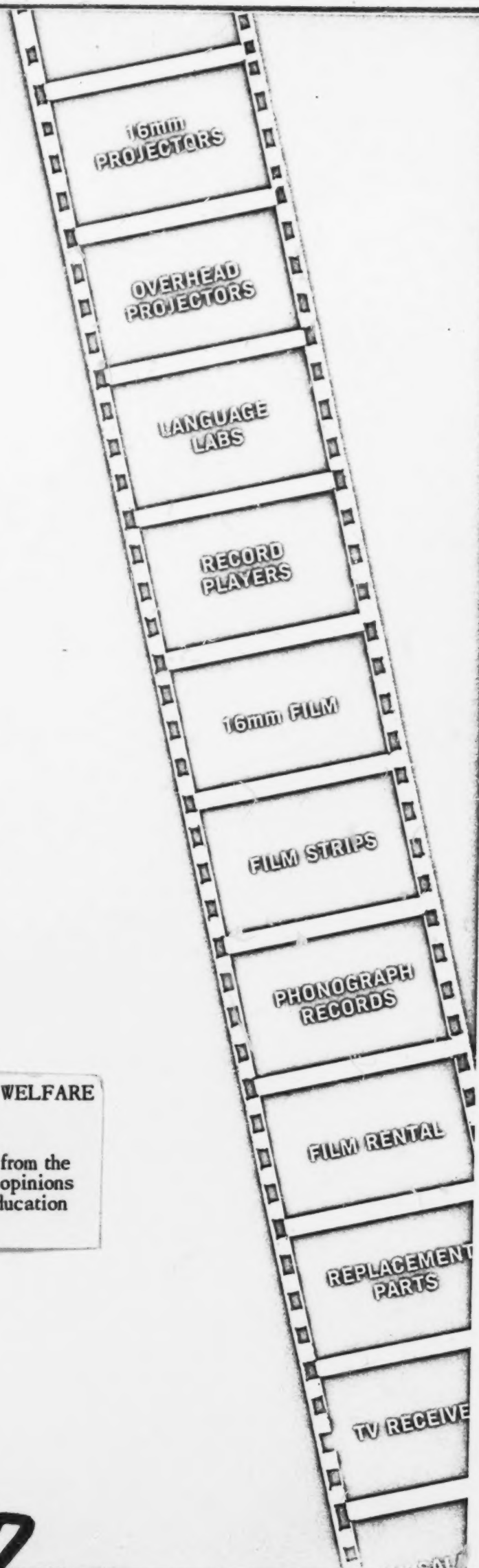
THE COST OF AUDIO-VISUAL INSTRUCTION



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More than $110 million was spent on audio-visual instruction during 1963-64 by the nation's public elementary and secondary schools.

This figure includes all spending for equipment, materials, film rental, salaries and miscellaneous expenses. It is based on the results of a Cost of Audio-Visual Instruction (CAVI) survey conducted by the editors of SCHOOL MANAGEMENT *magazine.*

As the table on the opposite page shows, total AV expenditures rose from $97.6 million in 1962-63 to $111.1 million during the school year just ending. Both of these figures are likely to be somewhat on the low side.

In both years, the greatest single expenditure was in the area of salaries—with more than 25% of the total expended going to AV directors, technicians, secretaries, etc. This does not include the salaries of individuals who spend varying amounts of time on audio-visual work in their schools but who are not paid for this service. (For example, the teacher who is mechanically inclined and who is regularly called upon to fix a machine, improve the quality of a presentation or thread a particularly balky film.)

Interestingly, though better than a quarter of all AV spending is for salaries, just about 40% of the nation's schools budget funds to this account.

Heavy spending for language labs

Language labs rank second to salaries with almost $10 million spent in 1962-63 and $12 million in the year just ending. This despite the fact that in any given year only slightly more than one out of three school districts actually spends any money on a language lab. The reason, of course, is the comparatively high unit cost of a language lab compared to a film, film strip or even a TV receiver.

Almost 80% of the schools rent film and purchase film strips, and close to 70% get involved in purchasing record players and phonograph records.

Records are mainstay

As these figures show, films and recordings are still the mainstay of most districts' AV budgets. The total spent on 16 mm projectors, film purchases and rented film exceeded $21 million in 1962-63 and was $2 million higher this year.

TV receivers were purchased by only one quarter of the districts each year, the lowest incidence of interest. Indications are that this can be attributed to three factors: First, the lack of educational television within range of many districts; second, some uncertainty among schoolmen as to the proper role of TV in education; and third, the current availability of TV sets in those schools that want and need them. It's apparent that in many buildings, the first TV set purchased is the one still being used.

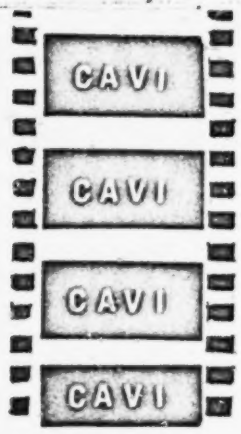
Overheads gaining

The greatest increase in use over the two-year period is shown in the area of overhead projectors. In 1962-63 $3.8 million was spent on overhead projectors. Better than half of the nation's districts (52.7%) spent money or them. One year later, $5.7 million was invested in overhead projectors by 63.2% of the districts. This great spurt may be directly attributable to the increased interest superintendents and board members have shown in this particular teaching tool.

On the local level

These figures, while interesting and somewhat revealing, are only important when they can be brought down to the experience of individual school districts. SCHOOL MANAGEMENT's CAVI survey was designed to provide information that individual districts could use—no matter what their size, budget, location or sophistication—in measuring, examining and analyzing their audio-visual program.

Each district's expenditures have been computed in terms of the district's expenditure pupil



1 Dollars spent by U.S. public schools on audio-visual supplies, equipment and salaries during two school years

	1962-63	% Spending	1963-64	% Spending
All audio-visual	**$97,600,000**	**(100%)**	**$111,050,000**	**(100%)**
Selected Items:				
TV receivers	3,505,000	(25.5%)	3,525,000	(24.2%)
16 mm projectors	8,060,000	(62.2%)	8,155,000	(59.6%)
Overhead projectors	3,800,000	(52.7%)	5,730,000	(63.2%)
Language labs	9,655,000	(34.0%)	11,900,000	(37.5%)
Record players	3,130,000	(65.8%)	3,090,000	(68.3%)
16 mm film	7,100,000	(31.7%)	8,120,000	(34.4%)
Film strips	4,500,000	(78.7%)	4,950,000	(79.7%)
Phonograph records	1,765,000	(65.4%)	1,815,000	(68.8%)
Film rental	6,050,000	(76.6%)	6,800,000	(77.8%)
AV salaries	25,800,000	(40.5%)*	29,040,000	(41.2%)*
Replacement parts	2,050,000	(88.0%)	2,385,000	(89.0%)

** This is the percentage of districts that spend* any *money on AV salaries. Less than 20% of the districts employ full-time AV directors. Figures obtained from the CAVI survey* indicate little or no difference in AV spending *between districts with and without AV directors.*

About this survey In late February of this year, a questionnaire was sent to all school districts that cooperate in SCHOOL MANAGEMENT's annual Cost of Education Index survey. This "supplementary questionnaire" requested information on each district's audio-visual spending for two school years: 1962-63 and 1963-64.

Because of a tight deadline, it was hoped that a valid sample, approximately half the size of the CEI sample panel could be obtained. The CEI panel includes almost 1,200 school districts. The CAVI panel includes more than 580. In terms of net current expenditures, the smaller sample group corresponds very closely to the larger one for both years.

Unlike the CEI, where government manuals clearly set out what items are to be placed in each category, the CAVI survey was almost entirely dependent upon the diligence of the persons completing the forms. While the completed forms themselves attest to the great amount of research these people did do, there is no question but that such items as records purchased by the music department, slide projectors in the administrative offices and maps and globes in some classrooms, were occasionally missed. Internal evidence in the survey and the forms, shows, however, that this was comparatively rare and the median method of computing figures tends to overcome these errors.

The results of the CAVI survey were analyzed by Jack Tanzman, SM's audio-visual adviser, and Dr. Robert Brown, of the New York State Department of Education.

2 How much are we spending for all audio-visual instruction?

To get this figure for your district, total all spending for AV equipment, materials, salaries, rental and miscellaneous items, no matter where they appear in your budget and divide by Expenditure Pupil Units.

1962-63		10%	25%	50%	75%	90%
National		$ .59	$1.10	$1.91	$3.17	$4.93
Region	1	.49	1.04	1.51	3.12	3.82
	2	.85	1.20	2.31	3.73	5.88
	3	.59	1.18	2.06	3.28	5.15
	4	.73	1.14	1.91	2.89	4.45
	5	.69	.93	1.23	2.30	3.13
	6	.35	.61	1.10	1.38	1.70
	7	.32	.63	1.20	2.14	3.40
	8	.72	1.29	2.52	3.45	4.45
	9	1.35	1.98	2.86	4.14	5.88
Category	1	.14	.36	.79	1.21	1.92
	2	.31	.91	1.30	1.92	3.13
	3	.36	.67	1.12	1.72	2.76
	4	.90	1.17	1.88	2.67	4.05
	5	.85	1.57	2.39	3.28	5.04
	6	1.04	1.37	2.35	3.30	4.98
	7	1.08	2.67	3.64	5.58	6.60
Full Time		1.29	1.96	3.15	5.04	6.22
Part Time		1.13	1.65	2.55	3.62	5.69
None		.38	.83	1.36	2.36	3.41

1963-64		10%	25%	50%	75%	90%
National		$ .73	$1.23	$2.02	$3.54	$5.05
Region	1	.46	.86	1.57	2.88	4.37
	2	1.16	1.47	2.50	4.12	5.76
	3	.63	1.33	2.14	3.71	5.67
	4	.77	1.22	1.90	3.32	4.87
	5	.73	1.00	1.52	2.39	3.98
	6	.45	.91	1.28	1.91	2.28
	7	.48	.98	1.77	2.66	3.75
	8	.81	1.29	2.44	3.85	5.07
	9	1.43	2.01	2.86	4.24	5.07
Category	1	.28	.56	1.05	1.78	2.71
	2	.43	.82	1.42	2.02	3.47
	3	.51	.88	1.41	2.40	3.92
	4	.63	1.18	1.79	3.27	4.42
	5	.97	1.40	1.82	3.37	4.75
	6	.76	1.51	2.63	3.86	5.05
	7	1.54	2.45	3.37	4.86	6.66
Full Time		1.10	1.98	3.03	4.78	6.15
Part Time		1.23	1.79	2.81	4.27	5.11
None		.51	1.03	1.59	2.64	4.15

3 What percentage of total expenditures goes to audio-visual?

To get this figure for your district, total all AV spending and divide the result by your district's net current expenditures.

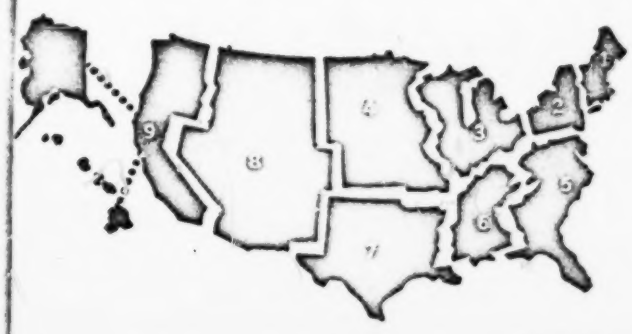
1962-63		10%	25%	50%	75%	90%
National		.20%	.36%	.56%	.84%	1.33%
Region	1	.14	.31	.44	.71	1.10
	2	.18	.34	.55	.76	.98
	3	.20	.44	.59	.81	1.35
	4	.19	.37	.61	.82	1.13
	5	.25	.34	.57	.85	1.43
	6	.14	.34	.48	.72	.65
	7	.10	.24	.44	.78	1.74
	8	.21	.38	.65	.96	1.33
	9	.33	.51	.70	1.04	1.50
Category	1	.10	.24	.47	.71	.99
	2	.14	.38	.59	.82	1.38
	3	.14	.24	.41	.62	1.08
	4	.25	.37	.59	.86	1.24
	5	.22	.41	.63	.86	1.33
	6	.24	.32	.54	.77	1.23
	7	.20	.50	.71	.89	1.34
Full Time		.37	.52	.77	1.09	1.45
Part Time		.35	.47	.70	.99	1.33
None		.14	.27	.48	.68	1.04

1963-64		10%	25%	50%	75%	90%
National		.22%	.39%	.58%	.94%	1.35%
Region	1	.17	.26	.41	.74	1.04
	2	.26	.39	.54	.71	1.11
	3	.23	.41	.60	1.00	1.63
	4	.20	.39	.55	1.07	1.22
	5	.30	.37	.57	.88	1.65
	6	.20	.38	.55	.91	1.13
	7	.18	.36	.62	.94	1.45
	8	.24	.33	.66	.97	1.26
	9	.36	.51	.68	1.02	1.33
Category	1	.17	.31	.62	1.04	1.90
	2	.19	.38	.64	.89	1.65
	3	.19	.31	.52	.91	1.33
	4	.18	.36	.55	1.01	1.37
	5	.26	.38	.50	.89	1.23
	6	.17	.36	.63	.92	1.20
	7	.32	.47	.62	.94	1.18
Full Time		.36	.53	.79	1.08	1.42
Part Time		.36	.54	.71	1.05	1.39
None		.19	.31	.46	.79	1.23

How to find your Expenditure Pupil Units. In computing school district expenditures, "Expenditure Pupil Units" (EPU's) are used, rather than the actual number of pupils. Expenditure Pupil Units take into account the fact that it costs more to educate a high school student than it does to educate an elementary school student. By using this measure, it is possible for any district in the United States to compare itself with any other.

To find your district's Expenditure Pupil Units, multiply the Average Daily Attendance of your high school students by 1.3 and add this figure to the elementary ADA.

Elementary ADA includes those grades which are normally classified as elementary by state and local practice. Any span of grades from K-8 (such as K-6, 1-8) may be considered elementary. Students explicitly taught in junior high schools, however, must be considered as secondary school pupils, no matter what their grade designation. **(For a full explanation, see SM, Jan '64, page 90.)**



REGION 1: Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut.
REGION 2: New York, New Jersey, Pennsylvania.
REGION 3: Ohio, Indiana, Illinois, Michigan, Wisconsin.
REGION 4: Minnesota, Iowa, Missouri, North Dakota, South Dakota, Nebraska, Kansas.
REGION 5: Delaware, Maryland, Dist. of Columbia, Virginia, West Virginia, North Carolina, South Carolina, Georgia, Florida.
REGION 6: Kentucky, Tennessee, Alabama, Mississippi.
REGION 7: Arkansas, Louisiana, Oklahoma, Texas.
REGION 8: Montana, Idaho, Wyoming, Colorado, New Mexico, Arizona, Utah, Nevada.
REGION 9: Washington, Oregon, California, Alaska, Hawaii.

units (*see page 84 for an explanation of how to compute this figure for your district*). This information was placed on punch cards which were then sorted so that medians could be obtained for each individual item covered.* Medians were computed for the nation as a whole; for nine regions; by expenditure level of the districts; and according to whether the district had a full-time audio-visual director, a part-time director or no director at all.

In terms of regions, the nation was broken down in the manner shown in the map and table, above.

The seven expenditure categories are based-on net current expenditures per EPU (expenditure pupil unit). The categories chosen are:

Category	Expenditure level
1	Less than $200 per pupil
2	$200 to $250 per pupil
3	$250 to $300 per pupil
4	$300 to $350 per pupil
5	$350 to $400 per pupil
6	$400 to $450 per pupil
7	More than $450 per pupil

No breakdowns were computed by district size because, in general, size seems to make no significant difference in terms of per pupil spending except in such entirely predictable areas as administrative personnel and transportation.

The AV picture

When the CAVI figures are computed in terms of per pupil costs, they don't present a very pretty picture. Instead they show that less than six-tenths of 1% of the median district's budget is devoted to audio-visual instruction (*see Table 3, opposite page*). In 1962-63, the median district spent $1.91 per pupil (*see Table 2*). The next year the figure rose just very slightly, to $2.02. It is likely that this rise can be attributed almost entirely to the effects of inflation—the higher cost of the materials and services purchased.

One out of 10 school districts spent 59 cents or less per pupil on AV instruction in 1962-63. In the following year, the picture was only slightly brighter. On the other end of the scale, however, one quarter of the districts spent at least $3.54 per student during the current school year, $3.17 in the previous year. Among the 10% of the districts on the high end of the scale, the minimum spent was $4.93 per pupil in 1962-63, $5.05 this year.

The regional picture

In terms of regional spending, as Table 2 shows, the median districts in Region 9 were the high spenders during both years of the survey. Lowest spending was found among median districts in Region 6, although Region 6 schools are far closer to the national median in AV spending than they are in overall spending.

When it comes to the percentage of the overall budget spent on AV instruction, the picture changes ever so slightly. Among median schools (*See Table 3*) Region 9 still remains high but Region 6 comes out of the cellar. The relatively low position of median schools in Region 2 is probably attributable to the high total expenditures of the districts in this region, rather than to low spending for AV instruction. Nevertheless, the figures do make it obvious that in terms of audio-visual expenditures, at least, Region 2 schools do not provide the leadership that they do provide in so many other areas of school spending.

In terms of wealth categories, it's not surprising to find that those districts that spend more generally, spend more for audio-visual equipment, materials, salaries, etc. What is [illegible]hing

*SM's *figures do not add up. It is* not *possible to take the median amount spent for equipment, for materials, for film rental, for salaries and for miscellaneous items and make them equal the median amount spent for all audio-visual instruction. The reason for this discrepancy is two-fold. The method of computation called for computing each median separately. Thus, instead of taking the median expenditure form nationally and copying that district's spending pattern for each individual component (TV receivers, materials, salaries, etc.) a new computation was made for each individual item. This gives a true median for each item but not a 100% figure for total AV spending. Because the individual amounts involved were themselves so small, no attempt was made to "justify" figures to make 100%.*

4 How much are we spending for audio-visual salaries?

To get this figure for your district, total all expenditures for AV salaries and divide this amount by your district's Expenditure Pupil Units.

1962-63		10%	25%	50%	75%	90%
National		$ 0	$ 0	$ 0	$ .65	$1.53
Region	1	0	0	.05	.67	1.23
	2	0	0	0	.70	1.95
	3	0	0	.51	1.06	1.58
	4	0	0	0	.33	1.09
	5	0	0	0	.12	.57
	6	0	0	0	.09	.30
	7	0	0	0	.28	.58
	8	0	0	.10	.90	2.16
	9	0	0	.36	1.16	2.10
Category	1	0	0	0	0	.09
	2	0	0	0	.10	.51
	3	0	0	0	.12	.52
	4	0	0	0	.39	1.03
	5	0	0	.10	1.01	1.32
	6	0	0	.41	1.20	1.89
	7	0	0	.81	1.83	2.52
Full Time		.41	.70	1.22	1.89	2.62
Part Time		.08	.18	.51	.98	1.58
None		.0	.0	.0	.0	.04

1963-64		10%	25%	50%	75%	90%
National		$ 0	$ 0	$ 0	$ .68	$1.60
Region	1	0	0	0	.66	1.31
	2	0	0	.05	1.03	2.22
	3	0	0	.03	1.12	1.82
	4	0	0	.18	.53	1.46
	5	0	0	0	.19	.64
	6	0	0	0	.05	.30
	7	0	0	0	.35	.62
	8	0	0	.13	.92	2.13
	9	0	0	.37	1.12	2.15
Category	1	0	0	0	0	0
	2	0	0	0	.05	.34
	3	0	0	0	.10	.70
	4	0	0	0	.36	.94
	5	0	0	.03	.72	1.46
	6	0	0	.39	1.17	1.86
	7	0	0	.76	1.82	2.51
Full Time		.36	.66	1.23	1.95	2.74
Part Time		.07	.18	.52	1.17	1.78
None		0	0	0	0	.04

5 What percentage of AV funds goes for salaries?

To get this figure for your district, total all spending for AV salaries and divide the result by your total AV expenditures.

1962-63		10%	25%	50%	75%	90%
National		0 %	0 %	0 %	27.58%	46.28%
Region	1	0	0	2.30	29.07	47.82
	2	0	0	0	27.58	49.13
	3	0	0	14.26	36.47	50.93
	4	0	0	0	17.63	37.68
	5	0	0	0	17.63	31.25
	6	0	0	0	6.22	24.56
	7	0	0	0	14.99	46.77
	8	0	0	3.45	27.87	49.66
	9	0	0	12.01	28.90	44.38
Category	1	0	0	0	0	11.50
	2	0	0	0	6.22	32.44
	3	0	0	0	11.31	36.92
	4	0	0	0	21.04	43.09
	5	0	0	5.05	28.01	42.33
	6	0	0	19.23	43.82	56.81
	7	0	0	22.47	41.80	53.03
Full Time		21.52	29.07	41.27	48.97	58.95
Part Time		3.01	10.93	21.03	33.33	49.13
None		0	0	0	0	2.80

1963-64		10%	25%	50%	75%	90%
National		0 %	0 %	0 %	26.53%	44.83%
Region	1	0	0	2.76	27.56	43.48
	2	0	0	1.80	26.52	46.47
	3	0	0	14.26	36.76	52.30
	4	0	0	0	18.10	35.61
	5	0	0	0	15.00	24.87
	6	0	0	0	5.18	20.95
	7	0	0	0	14.78	40.77
	8	0	0	5.38	27.12	45.28
	9	0	0	12.28	34.52	48.17
Category	1	0	0	0	0	0
	2	0	0	0	4.53	26.42
	3	0	0	0	7.69	26.86
	4	0	0	0	18.10	38.98
	5	0	0	3.87	29.06	41.27
	6	0	0	14.74	37.70	48.17
	7	0	0	22.33	41.76	52.30
Full Time		21.85	30.73	39.70	48.17	62.69
Part Time		3.98	10.69	20.17	34.13	46.69
None		0	0	0	0	3.01

REGION 1: Me., N. H., Vt., Mass., R. I., Conn.
REGION 2: N. Y., N. J., Pa.
REGION 3: O., Ind., Ill., Mich., Wis.
REGION 4: Minn., Iowa, Mo., N. Dak., S. Dak., Nebr., Kans.
REGION 5: Del., Md., D.C., Va., W. Va., N. C., S. C., Ga., Fla.
REGION 6: Ky., Tenn., Ala., Miss.
REGION 7: Ark., La., Okla., Tex.
REGION 8: Mont., Ida., Wyo., Colo., N. Mex., Ariz., Utah, Nev.
REGION 9: Wash., Ore., Cal., Alas., Hawaii.

WHAT IS OUR CATEGORY?
1—NCE under $200 per EPU
2—$200 to $250 per EPU
3—$250 to $300 per EPU
4—$300 to $350 per EPU
5—$350 to $400 per EPU
6—$400 to $450 per EPU
7—NCE over $450 per EPU

of a shock, however, is that fully 10% of the Category 2 districts (spending between $200 and $250 per student for net current expenditures), spent more on AV than the median Category 7 districts, all of which have budgets ranging above $450 per student.

Salaries

As the charts also show, those districts that have full-time AV directors spend more money, on the average, than those with part-time AV directors or none at all. This is certainly understandable. But it's only part of the story. As Tables 4 and 5 on page 86 indicate, the median district nationally spends absolutely no money on AV salaries. This simply means that fewer than half the schools have AV directors or personnel of any type who have specific, assigned responsibilities in this area.

Among districts that have full-time AV directors, the expenditures per pupil for salaries stayed about the same over the two-year period —at less than $1.25 per student. The median district with a part-time AV director also hardly raised its salary expenditures during the two-year period.

At this point, it may be well to refer back to Table 2 on page 84. As we saw there, in 1962-63 the median school district with a full-time AV director spent $3.15 per pupil on audio-visual instruction. But (*see Table 4, opposite page*), $1.22 of this is spent on salaries. By deducting $1.22 from $3.15 (total: $1.93) we get the amount that districts with full-time audio-visual directors spent on equipment, materials, rental and miscellaneous items for their schools.

The next year (1963-64), districts with full-time AV directors spent a total of $3.03 per pupil on all audio-visual instruction. Of this, $1.23 went to salaries, leaving $1.80 for all else.

As we have seen, the median district nationally earmarks no salaries for AV instruction. These median districts spent $1.91 per pupil in 1962-63, every bit of it for equipment, materials, rental, and miscellaneous expenses. In 1963-64, they increased their spending to $2.02 per pupil. In other words, the median district nationally, with no AV director, actually spent more money on AV tools than did those districts that hire full-time AV personnel.

Clearly, something is amiss here. Either AV directors are failing to play a proper role in the selection of AV tools for their districts, or the district leaders are failing to use their AV directors properly. It is apparent that many AV directors have been typed as technicians and tinkerers, rather than as instructional leaders in their districts.

If they are tinkerers and technicians, these men are very well paid for the job they do. As the chart below shows, *among districts that spend money for salaries of AV directors,* the median paid in 1962-63 was $8,375. This rose to $8,700 during the 1963-64 school year. Fully 10% of the districts paid their AV directors close to $12,000 in salary during the past year. Hopefully these men, at least, are considered instructional leaders in their districts. That's a pretty high tariff to pay for a repairman.

Before better use of audio-visual materials is developed, more districts are going to have to hire trained personnel. But before this is done, it is certainly incumbent on boards, superintendents, and the professional AV persons and organizations to clearly define the job of the AV director and to decide whether he is better considered a tinkerer and repairman, an assistant superintendent in charge of instruction materials, or a little of both. It's an important decision that should be made now.

Audio-visual equipment

Although more money is spent on AV salaries than any single piece of equipment, the total number of dollars spent for audio-visual equipment far outdistances any other spending. As Tables 6 and 7 (*page 88*) show, 70 cents per pupil was spent on AV equipment in 1962-63, which was better than 40% of the total AV budget. During 1963-64, equipment accounted for about the same percentage of the AV budget, but because the budget was slightly higher the amount spent rose to 81 cents per pupil.

The greatest amount of equipment spending is being done in Regions 8 and 9. In Region 1, better than 10% of the districts in each year

$ SPENT ON AV SALARIES, AV DIRECTORS*

'62-'63	10%	25%	50%	75%	90%	% † partic.
National	**4,450**	**6,500**	**8,375**	**9,981**	**10,857**	**29.2**
Personnel						
Full time	4,450	7,500	8,732	10,000	10,890	98.1
Part time	4,230	5,699	6,800	8,277	10,000	90.5
No AV direct.	0	0	0	0	0	0
'63-'64						
National	**4,800**	**6,900**	**8,700**	**10,191**	**11,800**	**30.1**
Personnel						
Full time	4,500	7,500	9,183	10,316	11,765	96.4
Part time	4,833	5,988	7,412	19,167	10,750	97.4
No AV direct.	0	0	0	0	0	0

*By districts that spent any money on this item in the given year.
†Percentage of districts that spent money.

6 How much are we spending for audio-visual equipment?

To get this figure for your district, total all expenditures for AV equipment and divide this amount by your district's Expenditure Pupil Units.

1962-63		10%	25%	50%	75%	90%
National		$ .08	$ .34	$ .70	$1.28	$2.13
Region	1	0	.25	.61	1.27	2.08
	2	.29	.48	.71	1.24	2.16
	3	0	.31	.70	1.31	2.07
	4	.06	.38	.65	1.26	1.76
	5	.27	.45	.68	1.08	1.93
	6	.02	.33	.56	.85	.94
	7	0	.19	.42	.99	1.47
	8	.18	.40	.91	1.29	1.87
	9	.32	.50	.95	1.68	2.75
Category	1	.02	.11	.40	.59	1.20
	2	.06	.37	.70	1.06	1.76
	3	0	.20	.48	.81	1.31
	4	.12	.36	.72	1.31	2.08
	5	.21	.42	.61	1.50	2.17
	6	.08	.33	.61	1.23	1.91
	7	.23	.49	.94	1.80	2.75
Full Time		.22	.40	.72	1.31	2.16
Part Time		.23	.49	.80	1.50	2.53
None		0	.27	.62	1.20	1.90

1963-64		10%	25%	50%	75%	90%
National		$ .14	$ .41	$ .81	$1.37	$2.41
Region	1	0	.09	.56	1.02	1.93
	2	.26	.46	.81	1.21	2.41
	3	.15	.41	.76	1.25	3.30
	4	.14	.41	.80	1.65	2.38
	5	.33	.40	.77	1.49	2.80
	6	.03	.26	.63	1.06	1.90
	7	.05	.40	.80	1.10	1.97
	8	.22	.50	.97	1.47	1.69
	9	.24	.44	1.09	1.59	2.60
Category	1	.03	.36	.64	.98	1.65
	2	.12	.33	.71	1.49	2.57
	3	.04	.30	.64	1.07	2.12
	4	.01	.33	.76	1.32	2.18
	5	.16	.42	.82	1.23	2.05
	6	.17	.45	.82	1.37	1.98
	7	.36	.64	1.05	1.70	3.10
Full Time		.17	.39	.82	1.29	1.98
Part Time		.22	.58	.95	1.46	2.37
None		.08	.37	.72	1.37	2.57

7 What percentage of AV funds goes for equipment?

To get this figure for your district, total all spending for AV equipment and divide the result by total AV expenditures.

1962-63		10%	25%	50%	75%	90%
National		9.33%	22.34%	40.16%	57.14%	73.88%
Region	1	0	18.20	36.68	60.12	75.79
	2	0	16.20	31.77	47.74	62.55
	3	0	19.42	30.82	50.51	72.57
	4	6.86	29.02	42.30	56.30	68.56
	5	29.04	36.40	54.47	70.18	86.40
	6	7.26	40.44	58.81	72.79	81.82
	7	0	17.51	37.40	57.89	68.45
	8	13.63	24.17	42.85	51.12	66.80
	9	11.91	22.86	41.60	59.36	67.50
Category	1	2.99	28.57	54.90	67.01	81.82
	2	6.86	36.40	54.54	72.65	86.40
	3	0	20.53	42.30	60.80	77.04
	4	13.21	22.86	42.11	57.97	75.79
	5	11.47	25.16	43.57	58.98	67.23
	6	8.33	14.89	29.91	45.50	62.84
	7	10.96	17.78	30.72	43.41	53.94
Full Time		8.94	14.89	25.16	37.61	49.15
Part Time		13.63	23.55	35.42	51.77	67.76
None		0	26.36	48.54	64.92	79.50

1963-64		10%	25%	50%	75%	90%
National		11.72%	23.11%	40.32%	57.07%	75.54%
Region	1	0	8.80	38.45	50.93	60.19
	2	12.61	20.72	34.05	45.58	62.72
	3	8.31	22.05	36.82	47.47	78.95
	4	11.55	26.16	45.77	56.90	77.36
	5	28.70	41.92	61.97	72.50	80.43
	6	11.64	41.34	57.14	75.47	84.28
	7	13.06	25.40	46.24	66.36	78.81
	8	12.57	26.82	37.22	51.81	60.65
	9	7.51	20.49	35.68	50.84	62.22
Category	1	12.89	42.55	56.16	68.62	82.71
	2	13.16	40.43	52.63	75.47	87.07
	3	8.48	29.66	46.90	64.29	85.47
	4	2.06	25.91	43.86	55.33	75.93
	5	12.90	25.69	39.64	56.23	63.96
	6	6.96	18.27	37.29	52.36	68.44
	7	11.72	20.88	30.71	45.35	58.00
Full Time		8.48	18.36	25.17	34.57	45.50
Part Time		12.57	24.75	36.80	49.84	62.80
None		10.99	33.33	47.62	63.64	81.40

How to find your Expenditure Pupil Units. In computing school district expenditures, "Expenditure Pupil Units" (EPU's) are used, rather than the actual number of pupils. Expenditure Pupil Units take into account the fact that it costs more to educate a high school student than it does to educate an elementary school student. By using this measure, it is possible for any district in the United States to compare itself with any other.

To find your district's Expenditure Pupil Units, multiply the Average Daily Attendance of your high school students by 1.3 and add this figure to the elementary ADA.

Elementary ADA includes those grades which are normally classified as elementary by state and local practice. Any span of grades from K-8 (such as K-6, 1-8) may be considered elementary. Students explicitly taught in junior high schools, however, must be considered as secondary school pupils, no matter what their grade designation. **(For a full explanation, see SM, Jan '64, page 90.)**

spent absolutely nothing to provide AV equipment for their schools.

In both years, expenditures for the purchase of equipment was almost double that for the purchase and rental of materials to be used with the equipment (*see Tables 8 and 9, page 90*). Schools seem to be supplying themselves with equipment which does not receive optimum use. Assuming a projector is used once a school day, it would use 180 pieces of material which, whether it was a film strip projector or a motion picture projector, would surely amount to more than half the cost of the equipment itself. If the equipment were used twice during a school day, the cost of 360 pieces of material would be higher than the cost of the equipment. The figures in the CAVI survey seem to indicate that much of the equipment that is purchased, at least at the time that it is purchased, must be used comparatively infrequently since the district lacks materials to use with it.

Selected items

In making the CAVI survey, five equipment items and three types of materials were pulled out for special treatment. Districts were asked to indicate their total expenditures for each of these "selected items." The equipment items selected were 16 mm motion picture projectors, overhead projectors, language lab equipment, TV receivers and record players. The list of equipment items not specifically mentioned far outdistances these five and includes such major items as tape recorders, teaching machines, TV sending equipment, room darkening equipment, radios, screens, opaque projectors, slide and film strip projectors, and projector stands and tables.

In terms of materials, 16 mm film, film strips and phonograph records were selected for special treatment. Among the items not selected were maps and globes, tapes, raw film, prepared transparencies, flannel boards, mounting materials, and art supplies.

Projectors and film

Only about 60% of the nation's school districts bought 16 mm motion picture projectors during either of the last two years. In order to better analyze expenditures for these items, new tables were prepared showing the median expenditures among districts that bought the specific item during the given year. For example, in analyzing expenditures for 16 mm motion picture projectors during 1962-63, only those districts that bought 16 mm motion picture projectors during that year were considered.

As the chart at right shows, the median buying district during 1962-63 spent 27 cents per pupil on motion picture projectors. This was virtually unchanged during the following year. Districts with full-time audio-visual directors spent less per pupil on motion picture projectors during each of the years covered in this survey than did those districts with no AV director.

The median district nationally, in terms of student population, has 2,000 students. If you assumed that this district was spending at the median (28 cents per student on motion picture projectors) this district would be spending $560 per year, or purchasing about one projector. But remember this is *not* the median district nationally. This is the median among districts that are purchasing at all. Nationally the median district is spending just 12 cents per EPU on 16 mm motion picture projectors.

Film--rented and bought

If the median spending district is buying one projector per year, chances are most of the time it's projecting old or borrowed film. As the chart at the top of page 91 shows, in 1962-63 less than 32% of the nation's districts actually bought motion picture film of any kind. Some 35% of the districts spent money on film during the last school year.

While only about one-third of the nation's school districts purchase 16 mm film in a given year, almost 80% of them carry on a vigorous film rental business, as the chart at the bottom of page 91 shows.

The median spending district in 1962-63 spent 14 cents per pupil on film rental. In 1963-64, the same district spent 16 cents per pupil. Interestingly, in both years, the greatest film rental business was carried on by part-time AV

$ SPENT ON 16 MM MOTION PICTURE PROJECTORS/EPU*

'62-'63	10%	25%	50%	75%	90%	% † partic.
National	.08	.14	.27	.46	.65	62.1
Personnel						
Full time	.05	.08	.14	.23	.43	89.5
Part time	.12	.16	.27	.42	.56	71.3
No AV direct.	.11	.19	.36	.63	.99	50.3
'63-'64						
National	.08	.15	.28	.44	.76	59.6
Personnel						
Full time	.05	.10	.18	.29	.42	90.7
Part time	.14	.22	.32	.43	.62	62.8
No AV direct.	.09	.18	.32	.57	.92	48.3

*By districts that spent any money on this item in the given year.
†Percentage of districts that spent money.

8 How much are we spending for audio-visual materials?

To get this figure for your district, total all expenditures for AV materials and divide this amount by your district's Expenditure Pupil Units.

1962-63		10%	25%	50%	75%	90%
National		$ .07	$ .17	$ .35	$ .64	$1.02
Region	1	.06	.17	.36	.49	.71
	2	.08	.22	.48	.82	1.33
	3	.09	.14	.33	.58	.86
	4	.09	.21	.37	.63	1.03
	5	.07	.14	.29	.60	.88
	6	.05	.12	.22	.33	.68
	7	.03	.11	.30	.46	.76
	8	.05	.17	.30	.72	1.15
	9	.07	.19	.45	.70	1.11
Category	1	.03	.09	.14	.48	.74
	2	.01	.11	.25	.40	.72
	3	.03	.12	.27	.49	.78
	4	.08	.17	.30	.58	.89
	5	.11	.19	.39	.64	.99
	6	.05	.22	.40	.58	1.02
	7	.20	.35	.66	.99	1.68
Full Time		.16	.27	.46	.77	1.12
Part Time		.09	.20	.38	.67	.98
None		.05	.13	.31	.55	.95

1963-64		10%	25%	50%	75%	90%
National		$ .09	$ .20	$ .38	$ .66	$1.10
Region	1	.11	.20	.41	.63	.80
	2	.18	.27	.51	.76	1.42
	3	.07	.20	.34	.59	1.02
	4	.08	.19	.44	.70	.96
	5	.10	.15	.31	.56	1.05
	6	0	.17	.24	.55	.69
	7	0	.10	.31	.63	.98
	8	.09	.18	.30	.66	1.22
	9	.08	.24	.42	.64	1.03
Category	1	0	.09	.18	.39	.85
	2	.02	.11	.25	.48	1.18
	3	.07	.17	.26	.57	.96
	4	.09	.19	.40	.66	.97
	5	.08	.19	.34	.61	.94
	6	.15	.22	.42	.63	.83
	7	.21	.38	.62	.96	1.49
Full Time		.13	.25	.56	.83	1.22
Part Time		.09	.22	.38	.71	1.07
None		.07	.18	.34	.60	1.02

9 What percentage of AV funds goes for instructional materials?

To get this figure for your district, total all spending for AV instructional materials and divide the result by your total AV expenditures.

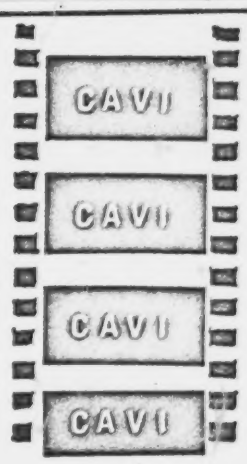
1962-63		10%	25%	50%	75%	90%
National		4.72%	10.35%	18.60%	31.90%	47.07%
Region	1	4.72	9.23	17.27	30.48	56.95
	2	7.19	11.69	20.73	32.32	44.51
	3	4.23	8.20	17.45	30.81	42.31
	4	7.25	12.70	20.56	39.13	56.08
	5	8.14	12.34	20.37	31.90	45.43
	6	3.42	16.84	22.83	39.14	54.00
	7	1.77	11.78	23.22	37.54	53.59
	8	3.98	9.43	16.49	29.95	35.35
	9	2.53	7.35	15.91	26.85	33.30
Category	1	8.14	12.55	22.83	36.98	54.00
	2	1.14	10.46	20.73	35.73	46.44
	3	3.09	10.51	23.53	39.14	61.71
	4	4.81	9.77	17.14	31.51	42.11
	5	5.28	10.37	17.50	27.92	38.83
	6	3.59	7.77	14.83	23.12	46.05
	7	6.91	10.58	20.09	27.23	43.06
Full Time		6.07	10.20	16.38	25.07	34.30
Part Time		3.86	8.79	16.44	23.12	35.63
None		4.26	11.19	22.01	39.03	59.61

1963-64		10%	25%	50%	75%	90%
National		4.98%	11.21%	20.18%	31.15%	46.02%
Regior	1	11.27	14.47	29.83	37.83	50.00
	2	7.10	13.40	23.35	30.85	44.03
	3	3.70	9.30	17.33	24.21	36.67
	4	4.88	12.07	21.43	30.49	48.80
	5	6.52	12.43	24.49	31.44	46.02
	6	9.51	14.21	28.57	38.92	75.98
	7	0	10.34	22.31	32.26	49.14
	8	5.29	10.69	17.91	29.13	38.32
	9	2.84	7.12	15.80	29.03	36.52
Category	1	1.76	14.10	21.74	37.74	44.92
	2	1.28	12.43	22.31	32.00	51.19
	3	4.16	10.87	24.49	39.02	54.28
	4	5.96	13.07	21.69	31.27	40.73
	5	3.70	9.44	17.40	28.52	42.41
	6	5.95	10.74	15.05	23.96	37.83
	7	6.56	11.28	17.16	29.97	40.48
Full Time		5.14	8.97	15.70	26.18	33.27
Part Time		4.98	10.90	19.47	24.40	33.11
None		4.76	12.29	23.26	36.67	51.19

How to find your Expenditure Pupil Units. In computing school district expenditures, "Expenditure Pupil Units" (EPU's) are used, rather than the actual number of pupils. Expenditure Pupil Units take into account the fact that it costs more to educate a high school student than it does to educate an elementary school student. By using this measure, it is possible for any district in the United States to compare itself with any other.

To find your district's Expenditure Pupil Units, multiply the Average Daily Attendance of your high school students by 1.3 and add this figure to the elementary ADA.

Elementary ADA includes those grades which are normally classified as elementary by state and local practice. Any span of grades from K-8 (such as K-6, 1-8) may be considered elementary. Students explicitly taught in junior high schools, however, must be considered as secondary school pupils, no matter what their grade designation. **(For a full explanation, see SM, Jan '64, page 90.)**



$ SPENT ON 16 MM FILM/EPU*

'62-'63	10%	25%	50%	75%	90%	% † partic.
National	.04	.07	.20	.36	.71	31.7
Personnel						
Full time	.04	.16	.27	.40	.78	79.8
Part time	.02	.05	.12	.32	.80	36.1
No AV direct.	.04	.05	.13	.29	.57	14.9
'63-'64						
National	.04	.08	.21	.42	.73	34.4
Personnel						
Full time	.07	.16	.27	.46	.67	81.3
Part time	.03	.04	.15	.30	.64	39.2
No AV direct.	.04	.06	.18	.42	.74	17.2

*By districts that spent any money on this item in the given year.
†Percentage of districts that spent money.

directors. This could be a reflection of the fact that these people do not have the time to purchase, catalogue and check their own films. Or, it could be that some part-time AV directors are really nothing more than film ordering clerks. As Tables 10 and 11 *(page 92)* show, the median district nationally (all districts) spent 8 cents per pupil on film rental in 1962-63 and 10 cents in 1963-64. Districts in Regions 2 and 9 do considerably more renting than do those in any other part of the nation. And, as might be expected, the higher expenditure category districts expend more money in this area than do their less fortunate neighbors.

In each year, film rental accounted for slightly less than 5% of the median district's total audio-visual budget. *(See Table11.)*

When you add all expenditures for projectors, film purchases and film rentals together, the picture you get is not a very pretty one. If the median district nationally has 2,000 students, that district, if it is purchasing at all, is acquiring one projector; buying one 30-minute color film or two 30-minute black and white films; and renting about 54 films each year. At that rate, it's not very likely that motion pictures are playing a very major role in the median district's instructional program.

Film strips

The picture is somewhat better when it comes to filmstrips. Almost 80% of the nation's public elementary and secondary school districts spent money on film strip purchases during each of the last two years. The median district among those that did buy film strips budgeted 10 cents per EPU for this item *(below)*. Assuming an average cost of $5 per film strip, a 2,000-pupil district would be able to buy 40 filmstrips per year. If the average life of a strip (both in terms of wear and tear and content value) is five years, then a 2,000-student district could have a collection of as many as 200 usable filmstrips at any one time.

Please turn page

$ SPENT ON FILM RENTAL/EPU*

'62-'63	10%	25%	50%	75%	90%	% † partic.
National	.02	.05	.14	.37	.62	76.6
Personnel						
Full time	.02	.05	.14	.33	.57	77.4
Part time	.02	.07	.18	.38	.58	90.2
No AV direct.	.02	.05	.12	.38	.64	71.4
'63-'64						
National	.03	.06	.16	.39	.62	77.8
Personnel						
Full time	.02	.05	.13	.32	.55	78.9
Part time	.03	.08	.21	.40	.58	89.3
No AV direct.	.03	.05	.15	.39	.68	73.4

*By districts that spent any money on this item in the given year.
†Percentage of districts that spent money.

$ SPENT ON FILMSTRIPS/EPU*

'62-'63	10%	25%	50%	75%	90%	% † partic.
National	.02	.05	.10	.20	.38	78.7
Personnel						
Full time	.02	.04	.08	.16	.24	84.6
Part time	.03	.04	.09	.19	.20	88.5
No AV direct.	.02	.05	.11	.21	.44	73.3
'63-'64						
National	.02	.05	.10	.19	.35	79.7
Personnel						
Full time	.02	.04	.09	.16	.30	88.8
Part time	.02	.04	.08	.10	.35	91.7
No AV direct.	.02	.06	.10	.20	.39	72.4

*By districts that spent any money on this item in the given year.
†Percentage of districts that spent money.

10 How much are we spending for film rental?

To get this figure for your district, total all expenditures for film rental and divide this amount by your district's Expenditure Pupil Units.

1962-63		10%	25%	50%	75%	90%
National		$ 0	$ .01	$ .08	$ .29	$ .52
Region	1	0	.04	.07	.13	.25
	2	0	.06	.22	.42	.59
	3	0	.01	.09	.30	.49
	4	0	.04	.12	.25	.47
	5	0	0	0	.01	.06
	6	0	0	.01	.04	.06
	7	0	0	0	.03	.13
	8	.02	.09	.17	.35	.64
	9	0	.02	.29	.68	1.10
Category	1	0	0	0	.05	.06
	2	0	0	.01	.06	.12
	3	0	0	.05	.10	.20
	4	0	.02	.11	.38	.66
	5	0	.03	.15	.35	.50
	6	0	.04	.16	.44	.68
	7	0	.05	.20	.46	.64
Full Time		0	.01	.09	.29	.46
Part Time		0	.05	.16	.37	.58
None		0	0	.06	.22	.49

1963-64		10%	25%	50%	75%	90%
National		$ 0	$ .01	$ .10	$ .30	$ .55
Region	1	0	.05	.08	.14	.30
	2	.01	.07	.27	.43	.68
	3	0	.02	.10	.30	.46
	4	0	.05	.15	.27	.47
	5	0	0	0	.02	.09
	6	0	0	.01	.04	.05
	7	0	0	.02	.06	.11
	8	.02	.07	.18	.38	.52
	9	0	.03	.29	.46	1.07
Category	1	0	0	.02	.05	.12
	2	0	0	.01	.05	.14
	3	0	0	.04	.10	.30
	4	0	.03	.10	.24	.42
	5	0	.03	.17	.38	.68
	6	0	.05	.15	.37	.56
	7	0	.07	.23	.49	.70
Full Time		0	.01	.08	.26	.45
Part Time		0	.05	.18	.38	.58
None		0	0	.07	.29	.52

11 What percentage of AV funds goes for film rental?

To get this figure for your district, total all spending for film rental and divide the result by your total AV expenditures.

1962-63		10%	25%	50%	75%	90%
National		0 %	.62%	4.49%	13.74%	25.42%
Region	1	0	1.91	3.93	8.16	18.49
	2	0	4.00	9.52	23.98	36.76
	3	0	.87	5.09	14.06	25.60
	4	0	2.89	7.45	25.19	21.97
	5	0	0	.15	1.60	3.05
	6	0	0	1.06	3.51	15.38
	7	0	0	.21	2.67	11.67
	8	1.53	3.16	8.59	16.00	32.00
	9	0	.71	9.18	20.58	41.42
Category	1	0	0	0	3.51	14.29
	2	0	0	1.29	4.57	16.23
	3	0	0	3.74	10.59	22.10
	4	0	1.09	6.09	16.92	37.83
	5	0	1.55	6.13	15.84	23.84
	6	.07	1.98	7.89	16.54	26.48
	7	0	.87	6.19	11.33	25.32
Full Time		0	.38	2.67	6.66	11.90
Part Time		.42	1.60	6.36	11.45	18.78
None		0	0	4.57	17.65	33.40

1963-64		10%	25%	50%	75%	90%
National		0 %	.71%	4.76%	13.40%	25.70%
Region	1	.59	2.26	5.56	11.70	25.00
	2	.37	3.85	10.07	21.93	27.78
	3	0	.88	5.63	11.20	25.46
	4	0	2.84	7.33	15.03	21.05
	5	0	0	.11	1.42	3.03
	6	0	0	.56	3.04	4.76
	7	0	0	.70	3.73	13.04
	8	.92	3.67	7.64	15.54	30.84
	9	0	1.79	7.42	19.72	40.71
Category	1	0	0	1.38	3.03	10.33
	2	0	0	.60	3.12	19.35
	3	0	.11	3.10	9.26	21.43
	4	0	1.62	6.82	13.04	26.32
	5	0	1.35	7.16	17.70	30.05
	6	0	2.05	5.96	15.13	27.78
	7	.17	2.15	7.33	14.87	23.22
Full Time		0	.52	2.61	7.33	11.20
Part Time		.13	2.26	6.82	12.62	19.02
None		0	.26	5.33	17.90	28.57

How to find your Expenditure Pupil Units. In computing school district expenditures, "Expenditure Pupil Units" (EPU's) are used, rather than the actual number of pupils. Expenditure Pupil Units take into account the fact that it costs more to educate a high school student than it does to educate an elementary school student. By using this measure, it is possible for any district in the United States to compare itself with any other.

To find your district's Expenditure Pupil Units, multiply the Average Daily Attendance of your high school students by 1.3 and add this figure to the elementary ADA.

Elementary ADA includes those grades which are normally classified as elementary by state and local practice. Any span of grades from K-8 (such as K-6, 1-8) may be considered elementary. Students explicitly taught in junior high schools, however, must be considered as secondary school pupils, no matter what their grade designation. **(For a full explanation, see SM, Jan '64, page 90.)**

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$ SPENT ON RECORD PLAYERS/EPU*

'62-'63	10%	25%	50%	75%	90%	% † partic.
National	.03	.05	.09	.15	.22	65.8
Personnel						
Full time	.01	.03	.07	.14	.20	80.0
Part time	.03	.05	.08	.11	.18	77.9
No. AV direct.	.03	.06	.10	.17	.27	57.0
'63-'64						
National	.03	.04	.09	.15	.27	68.3
Personnel						
Full time	.02	.03	.05	.12	.17	84.1
Part time	.03	.05	.09	.19	.31	74.4
No AV direct.	.03	.05	.10	.17	.28	61.0

*By districts that spent any money on this item in the given year.
†Percentage of districts that spent money.

$ SPENT ON PHONOGRAPH RECORDS/EPU*

'62-'63	10%	25%	50%	75%	90%	% † partic.
National	.01	.02	.04	.08	.15	65.4
Personnel						
Full time	.01	.02	.04	.09	.16	59.4
Part time	.01	.02	.04	.07	.16	77.0
No AV direct.	.01	.02	.04	.07	.13	62.9
'63-'64						
National	.01	.02	.05	.08	.15	68.8
Personnel						
Full time	.01	.02	.03	.06	.17	67.3
Part time	.01	.02	.05	.07	.15	78.3
No AV direct.	.01	.03	.05	.09	.13	65.9

*By districts that spent any money on this item in the given year.
†Percentage of districts that spent money.

Records and record players

When it comes to records and record players, the picture is much the same as with films and projectors—much more is being spent on the equipment than on the materials.

The number of districts purchasing record players and the number purchasing records during the past two years were almost identical. In 1962-63, 65.8% of the districts purchased record players. Records were purchased by 65.4%. In 1963-64 it was 68.3% and 68.8%. But, as the charts above show, the median spending district spent nine cents per EPU on record players, more than twice as much as was spent on records.

Districts with no AV directors tended to spend more on record players than did districts with professional AV personnel. This is probably a direct reflection of the fact that *any* teacher can use a record player. When the district has no AV personnel, this is the one teaching tool that schoolmen know will be used.

Among districts that bought records, the median expenditure was just four cents per student (*see above right*). It apparently makes no difference whether the district has AV personnel or not when it comes to purchasing records, but the *ratio* of records to record players is at least slightly better among those districts that have full-time audio-visual help.

Overhead projectors

The most dramatic change in AV buying habits over the last two years came in the purchase of overhead projectors. Actually, in terms of the amount spent per pupil, there was comparatively little change from one year to the next (*see below*).

The median purchasing district in 1962-63 spent 16 cents per pupil. In 1963-64, this figure rose to 18 cents. But there was a total spending increase of close to $2 million in the two years. The secret lies in the percentage of districts that

$ SPENT ON OVERHEAD PROJECTORS/EPU*

'62-'63	10%	25%	50%	75%	90%	% † partic.
National	.04	.07	.16	.28	.45	52.7
Personnel						
Full time	.05	.09	.17	.32	.44	71.3
Part time	.02	.04	.07	.13	.21	71.1
No AV direct.	.06	.12	.23	.33	.65	39.9
'63-'64						
National	.05	.09	.18	.33	.50	63.2
Personnel						
Full time	.03	.05	.09	.19	.36	89.8
Part time	.08	.12	.20	.31	.45	71.9
No AV direct.	.07	.13	.25	.41	.55	51.4

*By districts that spent any money on this item in the given year.
†Percentage of districts that spent money.

spent any money on overheads in each of the two years.

In 1962-63, 52.7% of the nation's school districts spent money for overhead projectors. By 1963-64, this had jumped to 63.2%. It's also revealing to look at the change in which districts spent what.

In 1962-63, fewer than 40% of the districts without AV professionals spent money for overheads. Those that did buy, however, were big spenders, far outdistancing the districts with part-time AV directors and those with full-time professionals.

During the last school year, more than half the districts with no AV director purchased overheads. These districts increased their spending to 25 cents per pupil. More districts with AV directors also bought, but their per pupil expenditures declined sharply during the 1963-64 school year.

Here we may have one more clue to the role of the full-time AV director. The indication is that his district may have acted sooner, made purchases earlier and may now be just filling in the weak spots. The districts with part-time and no AV professionals are just catching up with the trend to overheads this year.

Language laboratories

Although comparatively few districts (about one out of three) purchased language laboratories during each of the past two years, more money was spent on them than on any other item of equipment. As the chart below shows, the median district spent 29 cents per pupil on language laboratories in 1962-63, and 26 cents per EPU during the last school year. Although language laboratories are coming more and more to be thought of as "learning laboratories," no clear pattern emerges when figures are broken down according to whether or not the district has full-time audio-visual help. Obviously, these installations are still basically thought of as appendages of the language department, rather than as an AV tool that many different teachers could use for a variety of other purposes.

Television receivers

Only about a quarter of the nation's school districts spend money for TV receivers during a given year. The reason, as stated before, is probably three-fold: lack of available educational programs, some question as to how to use the medium properly, and a tendency to keep using the very first set ever brought into a school.

AV directors appear to be very active in encouraging the growing use of TV, as nearly half the districts with full-time AV directors spend money on this item each year. If the same pattern as was seen with overhead projectors holds true, there may soon be a boom in spending for TV sets among districts lacking AV directors. A great push in that direction will probably come as a result of the current encouragement the Federal Communications Commission is giving to educational television stations and to closed circuit and 2500 megacycle educational telecasting. **End**

$ SPENT ON LANGUAGE LAB EQUIPMENT/EPU*

'62-'63	10%	25%	50%	75%	90%	% † partic.
National	.03	.09	.29	.79	1.77	34.0
Personnel						
Full time	.04	.10	.29	.68	1.42	48.1
Part time	.05	.12	.42	1.12	4.40	42.1
No AV direct.	.02	.08	.28	.71	1.61	26.4
'63-'64						
National	.04	.08	.26	.81	1.99	37.5
Personnel						
Full time	.04	.06	.20	.45	1.55	59.3
Part time	.04	.11	.28	.93	1.97	41.3
No AV direct.	.03	.08	.32	.89	3.37	29.0

*By districts that spent any money on this item in the given year.
†Percentage of districts that spent money.

$ SPENT ON TV RECEIVERS/EPU*

'62-'63	10%	25%	50%	75%	90%	% † partic.
National	.03	.06	.17	.45	.79	26.5
Personnel						
Full time	.02	.03	.10	.24	.72	45.4
Part time	.03	.08	.18	.33	.60	27.3
No AV direct.	.04	.09	.28	.50	.90	20.1
'63-'64						
National	.02	.06	.13	.30	.77	24.2
Personnel						
Full time	.01	.03	.09	.16	.31	43.5
Part time	.03	.08	.17	.36	.77	25.6
No AV direct.	.04	.11	.25	.44	1.43	17.5

*By districts that spent any money on this item in the given year.
†Percentage of districts that spent money.